



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

## Contract # 192914

<b>Schedule Dates</b>	08/08/12-08/14/12	<b>Date Entered</b>	08/06/12
<b>Advertiser</b>	Romney/P/R (15707)	<b>Last Modified</b>	08/06/12
<b>Agency</b>	American Rambler Production (5128)	<b>Entered By</b>	Susan Petro
<b>Product</b>	Political/Political (1088)	<b>CO-OP</b>	No
<b>Brand</b>	Romney for President (67445)	<b>Headline #</b>	
<b>Salesperson</b>	Petro, Susan (1110)	<b>Demo</b>	
<b>Sales Office</b>	WJLA - Core Team	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Kincaid, Stephanie	<b>Package Deal</b>	
<b>Phone/Fax</b>	(202) 567-6193 /	<b>Commission %</b>	15.00
<b>CPE</b>	ROMNEY/US PRESIDENT/315-AUG 8/8 - 8/14	<b>Commission</b>	\$35,865.00
<b>Account Types</b>	Local/Political Candidate Agency	<b>Net Total</b>	\$203,235.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	August 8-14, 2012 - EST 315		

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Aug. 2012	112	\$239,100.00
<b>Grand Total:</b>	<b>112</b>	<b>\$239,100.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				2	1	1			4	\$1,400.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
2.0	Normal Line / SPOT	08/08/12-08/09/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				2	2				4	\$2,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/6/12
3.0	Normal Line / SPOT	08/10/12-08/10/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA						2			2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/6/12
4.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	9A- LIVE!				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		8/6/12
5.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	10:58A- ABC-THE VIEW				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/6/12
6.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				2	2	2			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		8/6/12
7.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	2P- ABC-GOOD AFTERNOON AMERICA				1	1	1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		8/6/12
8.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	3:59P- ANDERSON COOPER SHOW				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		8/6/12
9.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	3P- ABC-GENERAL HOSPITAL				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		8/6/12
10.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				2	2	2			6	\$1,400.00	\$8,400.00	WJLA Arlington (WJLA)		8/6/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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<b>Advertiser</b>	Romney/P/R (15707)	<b>Last Modified</b>	08/06/12
<b>Agency</b>	American Rambler Production (5128)	<b>Entered By</b>	Susan Petro
<b>Product</b>	Political-Political (1088)	<b>CO-OP</b>	No
<b>Brand</b>	Romney for President (67445)	<b>Headline #</b>	
<b>Salesperson</b>	Petro, Susan (1110)	<b>Demo</b>	
<b>Sales Office</b>	WJLA - Core Team	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Kincaid, Stephanie	<b>Package Deal</b>	
<b>Phone/Fax</b>	(202) 567-6193 /	<b>Commission %</b>	15.00
<b>CPE</b>	ROMNEY/US PRESIDENT/315-AUG 8/8 - 8/14	<b>Commission</b>	\$35,865.00
<b>Account Types</b>	Local/Political Candidate Agency	<b>Net Total</b>	\$203,235.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	August 8-14, 2012 - EST 315		

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Aug. 2012	112	\$239,100.00
<b>Grand Total:</b>	<b>112</b>	<b>\$239,100.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2	2	2			6	\$3,200.00	\$19,200.00	WJLA Arlington (WJLA)		8/6/12
12.0	Normal Line / SPOT	08/08/12-08/08/12	3	:30	6:58P- WHEEL OF FORTUNE				1					1	\$5,200.00	\$5,200.00	WJLA Arlington (WJLA)		8/6/12
13.0	Normal Line / SPOT	08/10/12-08/10/12	3	:30	6:58P- WHEEL OF FORTUNE						1			1	\$5,200.00	\$5,200.00	WJLA Arlington (WJLA)		8/6/12
14.0	Normal Line / SPOT	08/10/12-08/10/12	3	:30	7:27P- JEOPARDY						1			1	\$5,600.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
15.0	Normal Line / SPOT	08/08/12-08/08/12	3	:30	7:27P- JEOPARDY				1					1	\$5,600.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
16.0	Normal Line / SPOT	08/08/12-08/09/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P				2	2				4	\$2,500.00	\$10,000.00	WJLA Arlington (WJLA)		8/6/12
17.0	Normal Line / SPOT	08/08/12-08/10/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1		1			2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		8/6/12
18.0	Normal Line / SPOT	08/09/12-08/09/12	4	:30	11:35P- ABC-ABC NIGHTLINE						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/6/12
19.0	Normal Line / SPOT	08/10/12-08/10/12	4	:30	9:01P- ABC--20/20						1			1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/6/12
20.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$700.00	\$700.00	WJLA Arlington (WJLA)		8/6/12
21.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	6P- NEWS-ABC 7 NEWS @ 6P SAT							2		2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/6/12

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**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/US PRESIDENT/315-AUG 8/8 - 8/14  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** August 8-14, 2012 - EST 315

**Date Entered** 08/06/12  
**Last Modified** 08/06/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$35,865.00  
**Net Total** \$203,235.00  
**Sales Tax**

**WJLA Arlington (WJLA)**

By Broadcast Month	Spots	Rate
Aug. 2012	112	\$239,100.00
<b>Grand Total:</b>	<b>112</b>	<b>\$239,100.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	6:58P- WHEEL OF FORTUNE WEEKEND							2		2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/6/12
23.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	7:29P- JEOPARDY WEEKEND							2		2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/6/12
24.0	Normal Line / SPOT	08/12/12-08/12/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/6/12
25.0	Normal Line / SPOT	08/12/12-08/12/12	3	:30	9A- INSIDE WASHINGTON							1		1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		8/6/12
26.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/6/12
27.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	6:58P- ABC-AMERICA'S FUNNIEST HOME VIDEOS							1		1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		8/6/12
28.0	Normal Line / SPOT	08/12/12-08/12/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							2		2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/6/12
29.0	Normal Line / SPOT	08/14/12-08/14/12	4	:30	11:35P- ABC-ABC NIGHTLINE							1		1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/6/12
30.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	11:35P- ABC-ABC NIGHTLINE							1		1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/6/12
31.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P							2		2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		8/6/12

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By Broadcast Month  
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Grand Total:  
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**Rate** \$239,100.00  
\$239,100.00

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32.0	Normal Line / SPOT	08/14/12-08/14/12	4	:30	11P- NEWS ABC 7 NEWS @ 11P			2						2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		8/6/12
33.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	7:27P- JEOPARDY		1	1						2	\$5,600.00	\$11,200.00	WJLA Arlington (WJLA)		8/6/12
34.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	6:58P- WHEEL OF FORTUNE		1	1						2	\$5,200.00	\$10,400.00	WJLA Arlington (WJLA)		8/6/12
35.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	5:59P- NEWS ABC 7 NEWS @ 6P		2	2						4	\$3,200.00	\$12,800.00	WJLA Arlington (WJLA)		8/6/12
36.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	4:58P- NEWS ABC 7 NEWS @ 5P		2	2						4	\$1,400.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
37.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	3:59P- ANDERSON COOPER SHOW		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/6/12
38.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	3P- ABC-GENERAL HOSPITAL		1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/6/12
39.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	2P- ABC-GOOD AFTERNOON AMERICA		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		8/6/12
40.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	11:59A- NEWS ABC 7 NEWS @ NOON		2	2						4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		8/6/12
41.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	10:58A- ABC-THE VIEW		1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/6/12
42.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	9A- LIVE!		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		8/6/12

## CONFIRMATION CONTRACT

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By Broadcast Month  
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**Rate** \$239,100.00  
\$239,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		2	2						4	\$2,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/6/12
44.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		2	1						3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		8/6/12
45.0	Normal Line / SPOT	08/10/12-08/10/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P						2			2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		8/6/12
46.0	Normal Line / SPOT	08/09/12-08/09/12	4	:30	7:30P- 8P (EST)					1				1	\$5,600.00	\$5,600.00	WJLA Arlington (WJLA)		8/6/12
47.0	Normal Line / SPOT	08/09/12-08/09/12	4	:30	7P- 7:30P (EST)					1				1	\$5,200.00	\$5,200.00	WJLA Arlington (WJLA)		8/6/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# TvSCAN

Stephanie Kincaid - 8/6/12 1:25 PM

## Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

Buyer	Stephanie Kincaid	Order Number	315
Client	Romney for President, Inc.	Campaign	August 8-14
		Flight	Flight 1 08/08/12-08/14/12
Station	WJLA	Agency	American Rambler Productio
Address		Address	

### WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
<b>GOOD-WASH 600A</b> Mo-Tu 6:00a- 7:00a	\$1,400	Aug13-Aug14	:30	3	2	1	--	--	--	--	--
<b>GOOD-WASH 600A</b> We-Fr 6:00a- 7:00a	\$1,400	Aug08-Aug10	:30	4	--	--	2	1	1	--	--
<b>GD MRN AMR-ABC</b> Mo-Tu 7:00a- 9:00a	\$2,000	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
<b>GD MRN AMR-ABC</b> We-Fr 7:00a- 9:00a	\$2,000	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
<b>REGIS&amp;KELLY</b> Mo-Tu 9:00a-10:00a	\$1,200	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
<b>REGIS&amp;KELLY</b> We-Fr 9:00a-10:00a	\$1,200	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
<b>VIEW-ABC</b> We-Fr 11:00a-12:00p	\$2,000	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
<b>VIEW-ABC</b> Mo-Tu 11:00a-12:00p	\$2,000	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
<b>ABC7 NWS AT 12</b> Mo-Tu 12:00p-12:30p	\$1,600	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
<b>ABC7 NWS AT 12</b> We-Fr 12:00p-12:30p	\$1,600	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
<b>GOOD AFTERNOON AMERICA</b> We-Fr 2:00p- 3:00p	\$1,400	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
<b>GOOD AFTERNOON AMERICA</b> Mo-Tu 2:00p- 3:00p	\$1,400	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
<b>GENRL HOSPITAL</b> We-Fr 3:00p- 4:00p	\$1,600	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
<b>GENRL HOSPITAL</b> Mo-Tu 3:00p- 4:00p	\$1,600	Aug13-Aug14	:30	2	1	1	--	--	--	--	--

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Stephanie Kincaid - 8/6/12 1:25 PM

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

### WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
<b>ANDERSON</b>											
Mo-Tu 4:00p- 5:00p	\$1,000	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
<b>ANDERSON</b>											
We-Fr 4:00p- 5:00p	\$1,000	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
<b>ABC7 NWS AT 5</b>											
We-Fr 5:00p- 6:00p	\$1,400	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
<b>ABC7 NWS AT 5</b>											
Mo-Tu 5:00p- 6:00p	\$1,400	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
<b>ABC7 NWS AT 6</b>											
We-Fr 6:00p- 6:30p	\$3,200	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
<b>ABC7 NWS AT 6</b>											
Mo-Tu 6:00p- 6:30p	\$3,200	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
<b>WHEEL-FORTNE</b>											
We-Fr 7:00p- 7:30p	\$5,200	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
<b>WHEEL-FORTNE</b>											
Mo-Tu 7:00p- 7:30p	\$5,200	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
<b>JEOPARDY</b>											
We-Fr 7:30p- 8:00p	\$5,600	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
<b>JEOPARDY</b>											
Mo-Tu 7:30p- 8:00p	\$5,600	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
<b>ABC7 NWS AT 11</b>											
Mo-Tu 11:00p-11:30p	\$2,500	Aug13-Aug14	:30	4	2	2	--	--	--	--	--
<b>ABC7 NWS AT 11</b>											
We-Fr 11:00p-11:30p	\$2,500	Aug08-Aug10	:30	6	--	--	2	2	2	--	--
<b>ABC-NITELINE</b>											
We-Fr 11:30p-12:00a	\$1,400	Aug08-Aug10	:30	3	--	--	1	1	1	--	--
<b>ABC-NITELINE</b>											
Mo-Tu 11:30p-12:00a	\$1,400	Aug13-Aug14	:30	2	1	1	--	--	--	--	--
<b>20/20-FRI-ABC</b>											
Fri 10:00p-11:00p	\$6,000	Aug10-Aug10	:30	1	--	--	--	--	1	--	--
<b>GD MRN-SAT-ABC</b>											
Sat 7:00a- 8:00a	\$700	Aug11-Aug11	:30	1	--	--	--	--	--	1	--
<b>NEWS</b>											
Sat 6:00p- 6:30p	\$1,000	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
<b>WHEEL-FORTNE W</b>											
Sat 7:00p- 7:30p	\$1,600	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
<b>JEOPARDY-WKND</b>											
Sat 7:30p- 8:00p	\$1,600	Aug11-Aug11	:30	2	--	--	--	--	--	2	--
<b>GD MRN-SUN-ABC</b>											
Sun 8:00a- 9:00a	\$500	Aug12-Aug12	:30	2	--	--	--	--	--	--	2

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Stephanie Kincaid - 8/6/12 1:25 PM

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

### WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
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#### INSD WASHINGTON

Sun 9:00a- 9:30a	\$2,500	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
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#### ABC7 NW AT 630

Sun 6:30p- 7:00p	\$1,000	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
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#### AMR-VIDEOS-ABC

Sun 7:00p- 8:00p	\$2,500	Aug12-Aug12	:30	1	--	--	--	--	--	--	1
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#### ABC7 NWS AT 11

Sun 11:00p-12:00a	\$1,600	Aug12-Aug12	:30	2	--	--	--	--	--	--	2
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<b>WJLA Totals</b>	<b>\$239,100</b>	<b>112</b>
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Monthly Aug 2012  
Gross Cost \$239,100.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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